MULTIMEDIA ~~UNIVERSITY~~

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BIS2014 – MANAGEMENT INFORMATION SYSTEMS
(All sections / Groups)

4 JUNE 2018
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with **FOUR (4)** Questions only.

2. Answer all **FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

a. Why are information systems so essential for running and managing a business today?

(5 marks)

b. Discuss **FOUR** reasons why business owners nowadays need to use information systems in their businesses.

(20 marks)

(Total: 25 marks)

QUESTION 2

a. Describe the evolving mobile platform, grid computing and cloud computing.

(15 marks)

b. Explain how businesses can benefit from autonomic computing and virtualization.

(10 marks)

(Total: 25 marks)

QUESTION 3

Discuss how Michael Porter's Five Forces Model can be used to analyse competition for Keretapi Tanah Melayu (KTM) which is a rail (train) operator serving Peninsular Malaysia.

(25 marks)

QUESTION 4

Your superior has requested you to develop a supply chain management software for local footwear company. Outline and elaborate the System Development Life Cycle (SDLC) phases for developing such a system.

(25 marks)

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